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BRA
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Lozano, White and Associates
Architecture • Urban Design • City Planning

Boston Redevelopment Authority
City Hall
One City Hall Square
Boston, Massachusetts 02201

Attention: Matthew A. Coogan
Project Coordinator

Dear Mr. Coogan:

In response to the June 8 letter from Mr. Robert J. Ryan, our firm is glad to express its interest in work on a comprehensive plan of the Downtown Crossing.

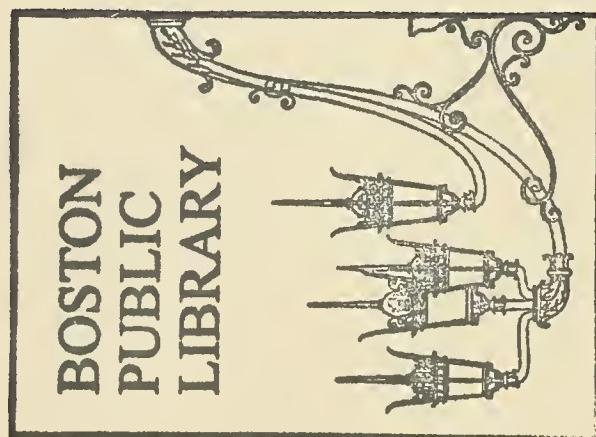
Lozano, White & Associates is highly qualified to be the Land Use and Design Analysis Consultant; this discipline lies at the core of the professional practice of the firm. Furthermore, we have long and varied working experience in the Downtown Crossing area--the central retail district.

Our goal in this project is to strengthen downtown retail activity as a metropolitan and regional center, so that it will capture an increased share of the market. LWA is now undertaking a similar project for the City of Lawrence. Our ability to work with other consultants is exemplified in the team we assembled for Lawrence: A. D. Little; Cabot & Forbes, Land Vest. For your information, we are including an SF 254 and 255, Statements on Approach to the Problem, Firm's Qualifications and Experience, and Organization and Personnel, plus graphic examples of relevant projects.

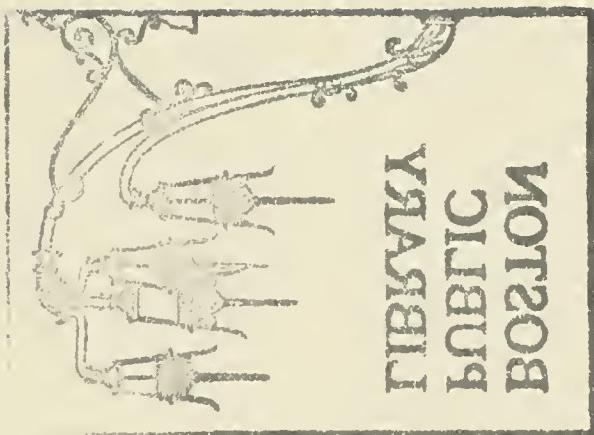
We appreciate this opportunity and are looking forward to working with the BRA in this most challenging project.

Sincerely yours,

Eduardo E. Lozano
Eduardo E. Lozano, Ph.D.
Partner



BOSTON
PUBLIC
LIBRARY



ГИБЫН
ҮЛГІС
ВОЗЛОУ

APPROACH TO THE PROBLEM

The goal in this project is to strengthen the downtown retail area as a metropolitan and regional center, so that it will capture an increased share of the market. The objectives of both patrons and retailers must then, be considered.

The aim will be to implement actions to encourage customers to shop at the Crossing, as well as to improve the competitive position of retailers in the area. Although the location of new merchants in the Downtown Crossing is a desirable objective, top priority must be given to the consolidation, improvement (and if need be, expansion) of the existing stores. The key in a project such as this is to stabilize and strongly assist the merchants already operating in the area, the approach we are applying currently to the revitalization plan of Lawrence, MA.

The scope of work for the land use and design analysis lies at the core of our expertise.

Task 1: Analysis

Our analytical approach is focused and action oriented, involving fast identification of key issues, trends, and patterns. Thus, we avoid lengthy, costly, and often irrelevant accumulation of data. This

permits an early generation of alternatives, as well as a more efficient in-depth study of selected areas and the generation of valuable information.

Existing land use, built, and open-space patterns will be summarized graphically and statistically. Close coordination with the other consultants in the project will clarify the interface between these patterns and movement system (traffic, parking, transit and pedestrian), will locate various economic activities, and will highlight areas of safety concerns.

Based on the previous analysis, the urban design problems and opportunities in the area will be identified. Design problems and opportunities could be system-based (area-wide pedestrian networks for example), and/or area-based (a mix of land use, circulation, safety, and image problems affecting a given block, for example).

Task 2: Design

Our design approach is based on a fast generation of alternatives and a subsequent selection of the best scenario (recommended option), making the best use of the action-oriented analysis of Task 1. Thus, we avoid two common mistakes: to lock into an early design without adequate exploration of options,



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<http://www.archive.org/details/letterdated16jun00loza>

and to jump from option to option without ability to make decisions. Political inputs and community participation can be most successfully integrated in the design process where each group can objectively assess impacts, and when decisions carry explicit costs and benefits.

The recommended land use plan will aim at several critical objectives. One is to encourage and sustain a complementary retail mix, in which symbiotic relationships help each activity to benefit from others. A second objective is to establish strong links with other centers in the core, such as the theatre district, Government Center and the Faneuil Hall area. (The different activity cycles occurring now in those areas will be considered in the study). A third objective is to encourage pedestrian movements by providing better links to rapid transit, parking areas, and major origins and destinations, as well as the strengthening of "walking networks" (underground MBTA stations, major store base-ments, Washington Street, etc.). To realize these objectives, we plan to work closely with the other selected consultants.

Some areas will emerge as critical, where key or pilot projects could/should be implemented. These "Action Areas" will re-

ceive in-depth urban design attention, combining recommendations on land use, pedestrian traffic, built patterns and open space in an integrated design. Often, the importance of such "Action Areas" goes beyond their immediate justification, since they could become a symbol of urban revitalization, city pride, and area success.

Task 3: Implementation

This is a critical stage which should not be left as an after-thought to a given design because the type of implementation actions selected will often modify the specific design proposal. Design and implementation must be seen as interdependent elements of an urban plan.

During times when public funds are scarce, our approach is to think of a partnership between private investment and public funds, in which public funds are used as leverage or seed to attract private investment. The multiplier effect of each public dollar, in terms of private dollars, is a major parameter of the success of any plan.

This means that innovative funding and creative mechanisms and organizations are critical elements in implementing an urban

plan. Many tools are available (tax shelters, CARD districts, subsidized rates, bonding, syndication, etc.), but they need to be assembled in viable packages with specific design recommendations.

We propose to structure the implementation stage along three major lines: the first is the implementation mechanism, the second is the set of public programs (both physical and financial), and the third is the set of private projects (either developers' kits, retail improvements, or others). Now, in the process of planning the revitalization of Lawrence, we have found that this approach suits the combined needs of City and retailers in a highly satisfactory manner.

QUALIFICATIONS AND EXPERIENCE

LWA is a young, medium size (16 people) planning, urban design and architectural office located in Cambridge. Urban design is at the core of our expertise and we can claim that we combine legitimately, highly skillful planning and design abilities. As planners, we specialize in land use planning and have done work with economic analysts and transportation planners. As designers, we specialize in the environmental, visual, and physical aspects of design, complemented with valuable building experience. Implementation constitutes a major share of our experience, covering from actual construction and financing, to the set-up of organizations. This explains why urban design is the heart of our firm.

Ventilation). We are proud that the owners of the 250 million dollar Carysfort project, Key Largo Investors, have approached us to work in new projects in California and Colorado.

We have long and varied experience in projects in downtown Boston.

In 1963, Eduardo E. Lozano (one of the partners in the firm) worked in several projects focused in Boston. Some of them appeared in Movement Systems in the City, published by Harvard Graduate School of Design, including an early proposal for a weather-controlled pedestrian mall on Washington Street, subway-parking interchanges, recreation along the Charles River and typical subway entries. Another project dealing with the redevelopment of the South Station-South Cove area was published by Architectural Forum (August-September 1964).

These were early examples of how public transit, pedestrian networks, and built patterns can be put together in innovative urban design through public and private joint actions. Mr. Lozano also worked as an urban designer in the Boston Waterfront Plan.

Repeat clients give testimony to the quality of our firm. We are proud that in the last two years, the MBTA has awarded us two projects as prime consultants (Essex and Suffolk Downs Stations) and two more as subconsultants (Cape Cod Railroad and Tunnel

LWA has produced a number of urban plans and projects, including Park Forest South Environmental Impact Study (for HUD), Reconstruction Plan for Managua (for U.S. AID/State Department), a new town project for

J.W. Field, Inc., the condominium development of Carysfort (for Key Largo Investors), the rehabilitation of King Street Neighborhood in Burlington, a new town in Saudi Arabia, and an invited competition for the Federal Triangle in Washington (for the GSA). We are currently completing a reuse plan for an area of Northampton and a revitalization plan for Lawrence--this last project showing similarities to the Downtown Crossing plan.

Implementation has been a key element in our projects. In Northampton, we are not only establishing the umbrella organization, regulations, controls and incentives to implement the plan, but are also meeting with developers and firms to assess actual projects. This process is being conducted in close cooperation with the City, mainly through its Planning Department (the Director is Gene Bunnell, formerly Head of the State's Building Reuse Program).

A key element in the plan is the rapid transit system. We are now under contract with the MBTA to rehabilitate Essex Station, which brought us in contact with the developers of Lafayette Place among others. Before starting this project, we undertook an analysis of problems and opportunities of the stations in the area: Washington, State and Essex.

Obviously, familiarity with retail is important. Our work in Lawrence is heavily focused on the downtown merchants. We have programmed and planned commercial areas in Carysfort, Burlington, and two new towns. We have done a preliminary plan for a shopping center in Riyadh, Saudi Arabia. Commercial areas are included in some of our buildings such as the undergoing office building in Walpole. In the Federal Triangle project, we proposed to the General Service Administration to mix retail in the lower floor of government buildings, and to open some interior courtyards to pedestrian paths and tourist activities.

In Lawrence, where the client is jointly public and private (the City and Lawrence Strategy, Inc.), we have assembled a team comprised by consultants some of who also plan to participate directly in the implementation (such as Cabot, Cabot & Forbes, Land Vest, and our own office).

Finally, the establishment of good working relationships with some local groups, such as the area retailers, will be critical for the success of the project. LWA has, as a matter of fact, worked in every project with the affected community and interested groups.

They ranged from minority groups (LWA is minority-owned) in Dorchester and Roxbury to Chambers of Commerce.

LWA has the interest and the capacity to start the land use and design analysis for a comprehensive planning effort of Downtown Crossing immediately.

ORGANIZATION AND PERSONNEL

Eduardo E. Lozano, Partner of the firm, City Planner, Urban Designer, and Architect will be Technical Director. He has experience in directing planning and large-scale projects (such as Lawrence, Northampton, Carysfort, Kasham Al An). He has also personal experience in working in downtown Boston projects, including Essex Station and the earlier Washington Street Mall and South Station proposals. His skills in movement systems, land use planning, innovative implementation and urban design will be fully used in the Downtown Crossing plan. Dr. Lozano has a Ph.D. in City and Regional Planning and a Master in Urban Design, both from Harvard; he was a member of the Princeton and Harvard faculties and has published on the topics of his expertise.

Roberta K. Leary, Associate in the firm, City Planner, will be Project Planner. She has successfully developed several planning projects (such as Park Forest South E.I.S.) and is working very effectively in the Lawrence and Northampton plans. Her expertise in land use planning, zoning, codes, market research, and urban economics is a major asset for the Downtown Crossing project. Ms. Leary holds a Master in City Planning from Harvard.

Based on our experience, we propose to structure the project with a Project Manager and a Technical Director, dividing the administrative and professional functions. The Project Manager is in charge of the day-to-day administration: schedules, budget, report to the client, and coordination with other consultants. The Technical Director is in charge of the professional (planning and design) activities. This division allows a more efficient use of time, while maintaining the internal coordination of the project.

Lindsay White, Partner of the firm, Architect and management expert, will be Project Manager. He has experience in managing multi-million dollar projects (such as Carysfort, Kasham Al An, Suffolk Downs and Essex Stations) with a number of consultants. He has also taken a lead role in our current projects (Northampton, Lawrence), where his real estate, financial, and design skills are applied.

Mr. White has a Master in Architecture degree from Harvard, and has studied at M.I.T. and the Harvard Business School, where he conducted management research and was published.

Michael A. Baskin, Associate in the firm, will be Project Architect. He has occupied this position with extreme competence in most architectural projects of the firm. His experience in building rehabilitation reuse feasibility, estimating, and real estate planning has proven to be very useful in the various planning projects of the firm. He holds a Bachelor of Architecture degree from Rhode Island School of Design and a B.A. in Economics from Colby.

More details on individual experience can be found in SF 255 resumes. This group of key personnel is supported by planning assistants, architects, urban designers, draftsmen, graphic designers, and administrators.

SF 254

**STANDARD
FORM (SF)
254**
Architect-Engineer
and Related Services
Questionnaire

UWID APPROVAL NO. 29 - RU234

1a. Submittal is for	1. Firm Name / Business Address: LOZANO, WHITE & ASSOCIATES 30 Brattle Street Cambridge, Massachusetts	2. Year Present Firm Established: 1974	3. Date Prepared: 5/15/81
	4. Type of Ownership: 4a. Minority Owned <input checked="" type="checkbox"/> yes <input type="checkbox"/> no 4b. Small Business <input checked="" type="checkbox"/> yes		

5. Name of Parent Company, if any:

5a. Former Firm Name(s), if any, and Year(s) Established:

6. Names of not more than Two Principals to Contact: Title / Telephone

- 1) Eduardo E. Lozano, Ph.D., Partner (617) 868-6344
- 2) Lindsay White, A.I.A., Partner (617) 868-6344

7. Present Offices: City / State / Telephone / No. Personnel Each Office

Cambridge, Massachusetts (617) 868-6344

16 Personnel

8. Personnel by Discipline:

- 3 Administrative
- 5 Architects
- Chemical Engineers
- Civil Engineers
- Construction Inspectors
- 5 Craftsmen
- Ecologists
- Economists
- Electrical Engineers
- Estimators
- Geologists
- Hydrologists
- Interior Designers
- Landscape Architects
- Mechanical Engineers
- Mining Engineers
- Oceanographers
- 3 Planners: Urban/Regional
- Sanitary Engineers
- Soils Engineers
- Specification Writers
- Structural Engineers
- Surveyors
- Transportation Engineers

9. Summary of Professional Services Fees

Received: (insert index number)

Direct Federal contract work, including overseas
All other domestic work
All other foreign work*

*Firms interested in foreign work, but without such experience, check here:

Last 5 Years (most recent year first)

1980	1979	1978	1977	1976
<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>	<u>1</u>
<u>3</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>1</u>
<u>1</u>	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>

Ranges of Professional Services Fees

INDEX

- 1. Less than \$100,000
- 2. \$100,000 to \$250,000
- 3. \$250,000 to \$500,000
- 4. \$500,000 to \$1 million
- 5. \$1 million to \$2 million
- 6. \$2 million to \$5 million
- 7. \$5 million to \$10 million
- 8. \$10 million or greater

10. Profile of Firm's Project Experience, Last 5 Years

Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)
1) 015	2	145	11) 072	4	22,730	21)		
2) 017	3	35,000	12) 078	8	272,029	22)		
3) 029	8	58	13) 079	5		23)		
4) 032	4	14	14) 087	8	3,600	24)		
5) 033	6	2,000	15) 088	3	75,425	25)		
6) 046	2	1,020	16) 089	6	2,450	26)		
7) 047	4	158	17) 110	6	1,310	27)		
8) 049	1	7,000	18) 117	9	1,140	28)		
9) 050	9	274,980	19)			29)		
10) 058	1	7,500	20)			30)		

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE" Code	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
015	P	1 Northampton State Mental Hospital Reuse Plan Northampton, Massachusetts	City of Northampton & Commonwealth of Massachusetts City Hall	20 fee	1981
017	P 072	2 Condominium Office Building Walpole, Massachusetts	J-Ram Construction Company Sharon, Massachusetts	3,000	1982
017	P	3 Shopping Center Riyadh, Saudi Arabia	Al-Rashid Company Riyadh, Saudi Arabia	15,000	1983
017	IE	4 Washington Street Mall Boston, Massachusetts	Independent Research for Harvard University and City of Boston	N/A	-
029	P	5 National Agrarian University Lima, Peru	U.N.A. Lima, Peru	20,000	1984
032 047	C	6 Lowell National Historic Park Energy Self-Sufficiency Study Lowell, Massachusetts	National Park Service Denver, Colorado	20 fee	1980
033 078	P	7 Park Forest South New Town Alternative Disposition Plans, E.I.S. Park Forest South, Illinois	H.U.D. New Community Development Corp. Washington, D.C.	125 fee	1981

040	R	Revere Street and Malden Street Improvement Projects Revere, Massachusetts	City of Revere City Hall Revere, Massachusetts	1,020	1981-82
047 T10	JV	9 King Street Neighborhood Preservation Master Plan Burlington, Vermont	City of Burlington Vermont	20 fee	1979
049	P	10 Azizyah Beach Resort Saudi Arabia	Al-Rashid Company Riyadh, Saudi Arabia	7,000	1982
050 079	P	11 Carysfort Condominium Project Key Largo, Florida	Key Largo Investors 10450 Overseas Highway Key Largo, Florida	250,000	1982-87
058	IE	12 Warren Shields Research Lab. Boston, Massachusetts	Harvard University & New England Deaconess Hospital	7,500	1965
072 050	P	13 Salah-Din Project Riyadh, Saudi Arabia	Saudi Real Estate Company	22,000	N/A
078 T17	P	14 Northampton State Mental Hospital Northampton, Massachusetts	City of Northampton & Commonwealth of Massachusetts	20 fee	1981
078 050	P	15 Khashm Al An New Town Saudi Arabia	Kingdom of Saudi Arabia	270,000	1985
078 T17	P	16 New Town Project Windsor, Township, New Jersey	J. W. Field, Inc. Butler Road, Route 1 Princeton, New Jersey	1,875,000	N/A
079 T17	JV	17 Federal Triangle Development Plan Washington, D.C.	General Services Administration Washington, D.C.	competition fee 40	1978
079 087 T09	IE	18 South Station Area Development Boston, Massachusetts	Independent Work for: Harvard University and City of Boston	N/A	-
079 T11	IE	19 Waterfront Development Boston, Massachusetts	Boston Waterfront Authority Boston, Massachusetts	N/A	1976

087 109	P	20 Essex MBTA Station Modernization Orange Line Boston, Massachusetts	Massachusetts Bay Transp. Authority 50 High Street Boston, Massachusetts	3,700	1983
087	P	21 Suffolk Downs MBTA Station Modernization - Blue Line Boston, Massachusetts	Massachusetts Bay Transp. Authority 50 High Street Boston, Massachusetts	2,100	1983
087	C	22 Cape Cod Railroad Project Boston to Hyannis, Massachusetts	Massachusetts Bay Transp. Authority 50 High Street Boston, Massachusetts	400 fee	1981
087 109	C	23 MBTA Tunnel Ventilation Project Red and Blue Lines Boston, Massachusetts	Massachusetts Bay Transp. Authority 50 High Street Boston, Massachusetts	500 fee	1984
088 059	P	24 Hill Park & Della Russo Park Revere, Massachusetts	City of Revere Revere, Massachusetts	425	1980-81
088	P	25 Recreation Complex Jubail New Town Saudi, Arabia	Kingdom of Saudi Arabia	75,000	1983
089	P	26 Columbia Point Alcoholism Program Dorchester, Massachusetts	Columbia Point Alcoholism Program 100 Monticello Drive Dorchester, Massachusetts	200	1982
089 047	P	27 Alianza Hispana Youth Center Roxbury, Massachusetts	Hispanic Alliance 409 Dudley Street Roxbury, Massachusetts	220	1980
110	P	28 Columbia Point Rehabilitation Plan Boston, Massachusetts	Columbia Point Development Council Columbia Point, Massachusetts	N/A	1975
117 078	P	29 Master Plan for the Reconstruction of Managua, Nicaragua	U.S./A.I.D. Washington, D.C.	19.5 fee	1990
117 078	P	30 Lawrence Development Plan Lawrence, Massachusetts	Lawrence Strategy, Inc. and City of Lawrence, Massachusetts	115 fee	1984
12. The foregoing is a statement of facts Signature: <i>Eduardo E. Lozano</i> Typed Name and Title: Eduardo E. Lozano, Partner					Date: 5/15/81

SF 255

STANDARD FORM (SF) 255 Architect-Engineer Related Services for Specific Project	<p>1. Project Name / Location for which Firm is Filing: Downtown Crossing Plan</p> <p>Land Use and Design Analysis</p> <p>3. Firm (or Joint-Venture) Name & Address Lozano, White & Associates 30 Brattle Street Cambridge, Massachusetts 02138</p> <p>4. Personnel by Discipline:</p> <table> <tr> <td><u>3</u> Administrative</td> <td><input type="checkbox"/> Electrical Engineers</td> </tr> <tr> <td><u>5</u> Architects</td> <td><input type="checkbox"/> Estimators</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Geologists</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Hydrologists</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Interior Designers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Landscape Architects</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Mechanical Engineers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Mining Engineers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Oceanographers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Planners: Urban/Regional</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Sanitary Engineers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Specification Writers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Structural Engineers</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Surveyors</td> </tr> <tr> <td></td> <td><input type="checkbox"/> Transportation Engineers</td> </tr> </table> <p>5. If submittal is by Joint-Venture list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)</p> <p>6a. Has this Joint-Venture previously worked together? <input type="checkbox"/> yes <input type="checkbox"/> no</p>			<u>3</u> Administrative	<input type="checkbox"/> Electrical Engineers	<u>5</u> Architects	<input type="checkbox"/> Estimators		<input type="checkbox"/> Geologists		<input type="checkbox"/> Hydrologists		<input type="checkbox"/> Interior Designers		<input type="checkbox"/> Landscape Architects		<input type="checkbox"/> Mechanical Engineers		<input type="checkbox"/> Mining Engineers		<input type="checkbox"/> Oceanographers		<input type="checkbox"/> Planners: Urban/Regional		<input type="checkbox"/> Sanitary Engineers		<input type="checkbox"/> Specification Writers		<input type="checkbox"/> Structural Engineers		<input type="checkbox"/> Surveyors		<input type="checkbox"/> Transportation Engineers
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	<input type="checkbox"/> Surveyors																																
	<input type="checkbox"/> Transportation Engineers																																
	2a. <i>Commerce Business Daily Announcement Date, if any:</i>	2b. <i>Agency Identification Number, if any:</i>																															
	3a. Name, Title & Telephone Number of Principal to Contact Eduardo E. Lozano, Partner (617) 868-6344																																
	3b. Address of office to perform work, if different from Item 3																																

6. Outside Key Consultants/Associates Anticipated for this Project (Attach SF 254 for Consultants/Associates Listed, if not already of file with the Procuring Office)

Name & Address	Specialty	Worked with Prime before (Yes or No)
1)		
2)		
3)		
4)		
5)		
6)		

7. Brief Resume of Key Persons, Specialists, and Individual Consultants Anticipated for this Project

a. Name & Title: Eduardo E. Lozano, Ph.D. Partner	a. Name & Title: Lindsay White, AIA Partner
b. Project Assignment: Technical Director	b. Project Assignment: Project Manager
c. Name of Firm with which associated: Lozano, White & Associates	c. Name of Firm with which associated: Lozano, White & Associates
d. Years experience: With This Firm 7	With Other Firms 14
e. Education: Degrees(s) / Year / Specialization Ph.D. City and Regional Planning, Harvard Univ., 1968 Master of Arch. in Urban Design, Harvard Univ., 1964	e. Education: Degrees(s) / Years / Specialization Second Year, Master of Business Adminis., Harvard 1969 Summer Program, Construction Management, M.I.T., 1972 Master of Science, University of Michigan, 1964
f. Active Registration: Year First Registered/Discipline 1971: Architecture	d. Years experience: With This Firm 7 With Other Firms 10 f. Active Registration: Year First Registered/Discipline 1976: Architecture
g. Other Experience and Qualifications relevant to the proposed project: Dr. Lozano is currently directing the revitalization plan for Lawrence, the reuse plan for Northampton, and the planning of Carysfort in Key Largo. He has had a main role in various planning and urban design projects, such as two new towns--one in the U.S.A. and another in Saudi Arabia--the E.I.S. of Park Forest South for HUD, a University Campus in Peru for the Inter-American Development Bank, and the reconstruction of Managua as an advisor to the State Department. He also was Urban Designer in the Boston Waterfront Plan. He has produced pioneering urban designs for Boston, published in <u>Movement Systems in the City</u> , (Harvard GSD) and <u>Architectural Forum</u> , and has written various articles on land use planning and urban design published in <u>Regional Studies</u> , <u>Town Planning Review</u> and others. Dr. Lozano started the urban planning program at Princeton during his tenure there, and later reorganized the physical planning curriculum while teaching at Harvard. Furthermore, he has been technical director in design of the MBTA Suffolk Downs & Essex Stations, as well as other architectural commissions in his firm.	
g. Other Experience and Qualifications relevant to the proposed project: Mr. White has been the Project Manager of all major projects in the office, including the revitalization plan for Lawrence, the reuse plan for Northampton and Carysfort in Key Largo. His background and experience in construction management and project organization has resulted in his successful management of multi-million dollar projects involving coordination of many consultants and specialists. Mr. White has also conducted research and surveys in this area, within the HBS; he is the author of one of the most widely-read articles in the <u>Harvard Business Review</u> . Mr. White's expertise in real estate, urban financing, and cash flow models adds a special dimension to the firm's planning capability.	



7. Brief Resume of Key Persons, Specialists, and Individual Consultants Anticipated for this Project

a. Name & Title: Roberta K. Leary, Associate	a. Name & Title: Michael A. Baskin, Associate
b. Project Assignment: Project Planner	b. Project Assignment: Project Architect
c. Name of Firm with which associated: Lozano, White & Associates	c. Name of Firm with which associated: Lozano, White & Associates
d. Years experience: With This Firm <u>2</u>	d. Years experience: With This Firm <u>2</u>
e. Education: Degree(s) / Year / Specialization Master of City & Regional Planning, Harvard Univ., 1979 B.A. in Economics, Mt. Holyoke College, 1961	e. Education: Degree(s) / Years / Specialization Bachelor of Architecture, Rhode Island School Design, 1974 B.A. in Economics, Colby College, 1970
f. Active Registration: Year First Registered/Discipline N/A	f. Active Registration: Year First Registered/Discipline 1978: Architecture
g. Other Experience and Qualifications relevant to the proposed project: Ms. Leary is the Associate in Charge of planning, being involved as Project Planner for the E.I.S. for Park Forest South (for HUD), the reuse plan for Northampton, and the revitalization plan for Lawrence. Her skills in land use planning and urban economics is complemented with expertise in community affairs: she was chairman of the Citizen's Committee to manage the South Shore Coastline, Member of the Citizen's Task Force for the Coastal Zone Management Program of the Commonwealth, and a Planning Board member in Cohasset.	g. Other Experience and Qualifications relevant to the proposed project: Mr. Baskin is an Associate in the firm, who combines economic and architectural experience. He has been Project Architect in several of the major commissions of the firm, and has also provided planning and design input to the E.I.S. of Park Forest South (HUD), the reuse plan for Northampton, and the revitalization plan for Lawrence. His background includes a number of urban transportation projects, including the Cape Cod Railroad and the MBTA Tunnel Ventilation project. Before joining the firm, Mr. Baskin was Job Captain in the MBTA Harvard Square-Holyoke Station, with Skidmore, Owings and Merrill; he also worked in various commuter train projects.

8. Work by Firm or Joint Venture Members which Best Illustrates Current Qualifications Relevant to this Project (List not more than 10 Projects)

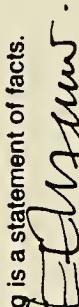
a. Project Name & Location	b. Nature of Firm's Responsibility	c. Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)	Work for which Firm was/is responsible
(1) Lawrence Development Plan Lawrence, Massachusetts	Land Use Plan Urban Design - Market & Real Estate Analysis	Lawrence Strategy, Inc. City of Lawrence Lawrence, Mass.	1982 (plan)	fee: 115	100%
(2) Northampton Reuse Plan Northampton, Mass.	Land Use Plan Urban Design - Building Rehabilitation Market & Real Estate Analysis	City of Northampton & Commonwealth City Hall, Northampton, Mass.	1981 (plan)	fee: 20	100%
(3) Essex MBTA Station Modernization Orange Line Boston, Mass.	Architecture - Urban Design - Project Coordination	Massachusetts Bay Transporta- tion Authority 50 High Street Boston, Mass.	1983	3,700	100%
(4) Boston Waterfront Development Boston, Mass.	Urban Design (Individual Experience)	Boston Waterfront Authority (later BRA)	1976	N/A	IE
(5) Washington Street Mall Boston, Mass.	Urban Design (Individual Experience)	Harvard University & City of Boston	-	N/A	IE
(6) Carysfort Condominium Project Key Largo, Florida	Urban Design Architecture Project Coordination	Key Largo Investors 10450 Overseas Highway Key Largo, Florida	1982-87	250,000	90%
(7) Federal Triangle Development Plan, Washington, D.C.	Urban Design (invited competition)	General Senior Administration Washington, D. C.	1978 (plan)	fee: 40	-
(8) Khashm Al An New Town Saudi Arabia	City Planning Urban Design Architecture	Kingdom of Saudi Arabia	1985	270,000	100%
(9) Reconstruction of Managua Master Plan, Nicaragua	City Planning - Urban Design (Consultation)	U.S./A.I.D.-Dept. of State Washington, D.C.	1990	fee: 19.5	100%
(10) King St. Neighborhood Rehabilitation Plan Burlington, Vermont	City Planning - Urban Design Community Participation (Historical preservation by others)	City of Burlington, Vermont	1979 (plan)	fee: 20	100%

9. All work by firms or Joint Venture members currently being performed directly for Federal agencies

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	e. Estimated Cost (In Thousands) Work for which firm is responsible
Park Forest South, EIS Illinois	Prime Consultant	U.S. Department of Housing and Urban Development	98%	140

10. Use this space to provide any additional information or description of resources supporting your firm's qualifications for the proposed project

See attached statement.

11. The foregoing is a statement of facts. Signature: 	Typed Name and Title: Eduardo E. Lozano, Partner	Date: June 15, 1981
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